

COLLECTING AND ANALYZING SURVEY DATA

Abstract

A computer-implemented process includes distributing a  
5 first, general survey, receiving responses to the first  
survey, analyzing the responses automatically, and  
obtaining a second survey based on the analysis of the  
responses. The second survey is more specific than the  
first survey. The process further includes distributing  
10 the second survey, receiving responses to the second  
survey, analyzing the responses to the second survey  
automatically, obtaining a third, still more specific,  
survey based on the analysis of the responses to the second  
survey, and repeating the process using the third survey.

15